

EXHIBIT A-2

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024

51

1 right away.

09:41AM

2 I bought \$10 million worth, and -- to give
3 away and to save the country, and met with the
4 president. And then we had arranged with the FDA. The
5 FDA shut it down.

09:41AM

09:41AM

09:41AM

09:41AM

6 And so to this day, I'm still sitting on
7 it. It all got expired. Tried to get it to the
8 Philippines when they wouldn't let it here. Tried to
9 get it to Brazil, Israel.

09:41AM

09:41AM

09:41AM

09:41AM

10 And so that's where I'm sitting now, with a
11 \$6 million debt to the IRS because they wouldn't let me
12 use that deduction back then because it all got
13 outdated. So that's what that refers to.

09:41AM

09:41AM

09:42AM

09:42AM

14 The president couldn't do anything. He was
15 trying to get a -- at that time to get a -- what's it
16 called, something so we could bring it to the -- to
17 the -- he had done that right to -- right to try, but we
18 tried -- he had to get it through the FDA, through -- I
19 forget the guy's name -- Hahn -- Hahn's his last name,
20 head of the FDA, and they stopped it and wanted to make
21 it a -- a drug rather than a -- or a supplement, which
22 it already was, and it would have opened up everything.

09:42AM

09:42AM

09:42AM

09:42AM

09:42AM

09:42AM

09:42AM

09:42AM

09:42AM

23 And so MyPillow stayed open. Everybody
24 took it. We never got sick. And it would have saved
25 the country. It would have saved a lot of lives. So it

09:42AM

09:42AM

09:42AM

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024
52

1 was pretty sad. The FDA basically shut it down.

2 Q. And when you say "virus," you're referring to
3 COVID, correct?

4 A. What's that?

5 Q. When you say "virus," you're referring to
6 COVID, correct?

7 A. Yeah. The China virus, yeah.

8 Q. And when you had referred to the president,
9 you're referring to Trump, correct?

10 A. What's that?

11 Q. When you said "the president," you were
12 referring to Trump, correct?

13 A. Yeah, our real president. That's correct.

14 Q. Okay. And you did indicate to Mr. Ess that you
15 thought that that was going to change history and that
16 you would for sure win president in 2024, correct?

17 A. Yeah. Once again, sarcasm here. You've got to
18 talk to these liberals.

19 Q. And Mr. Ess responded to you, you see that at
20 the bottom, "Wow. I never would have guessed you would
21 find it. Thought a pharmaceutical would develop it."
22 Do you see that?

23 A. That's correct. Right.

24 Q. And if you go to the next page you said, "A guy
25 brought it to me in Easter Sunday. God told him to only

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024

53

1	trust Mike Lindell." This is a message from you,	09:43AM
2	correct?	09:43AM
3	A. Yes.	09:43AM
4	Q. And you said, "I met with the president and	09:43AM
5	vice president for an hour alone, and we have been	09:43AM
6	getting it ready ever since. Ben Carson and I myself	09:43AM
7	have done a lot to get this ready." Do you see that?	09:43AM
8	A. Correct.	09:43AM
9	Q. Mr. Ess responds, correct?	09:43AM
10	A. "He should win in a bigger landslide than I	09:43AM
11	anticipated."	09:43AM
12	Q. And did you understand that he was referring to	09:43AM
13	Trump?	09:44AM
14	A. No.	09:44AM
15	Q. You responded to Mr. Ess, correct?	09:44AM
16	A. Yeah.	09:44AM
17	Q. You said, "He will crush it. Then I am running	09:44AM
18	for MN governor in 2022 and president in 2024. Crazy.	09:44AM
19	Who would have thought. Did you get my book yet?" Do	09:44AM
20	you see that?	09:44AM
21	A. Yes.	09:44AM
22	Q. When you say, "He will crush it," who are you	09:44AM
23	referring to?	09:44AM
24	A. The president, our real president.	09:44AM
25	Q. And then -- and Trump, correct?	09:44AM

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024

54

1 A. Yes.

09:44AM

2 Q. And then at that point in time, were you
3 considering running for governor?

09:44AM

09:44AM

4 A. No. Once again, that's sarcasm with a friend
5 of mine. You have to know Paul. You have -- you see,
6 he's not focused on a fortune could be made on a
7 vaccine.

09:44AM

09:44AM

09:44AM

09:44AM

8 Q. Now --

09:44AM

9 A. He's not responding to me by saying I'm going
10 to be president, I'll tell you that.

09:44AM

09:44AM

11 Q. Now, if you turn to Page 29, the next page,
12 Mr. Ess is texting you at the top. Do you see that?

09:44AM

09:44AM

13 A. Uh-huh.

09:44AM

14 Q. And at the bottom of his text, the one at the
15 top, he says, "You told me you were going to run for
16 president after Trump that October night in Shakopee."
17 Is that how you say it?

09:44AM

09:45AM

09:45AM

09:45AM

18 A. Yeah.

09:45AM

19 Q. "Didn't think you were running for governor
20 until a few months ago. Good luck with all that. You
21 got my vote..." Do you see that?

09:45AM

09:45AM

09:45AM

22 A. Right.

09:45AM

23 Q. And you responded, correct?

09:45AM

24 A. Yeah.

09:45AM

25 Q. Mr. Lindell, you stated, "The governor was an

09:45AM

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024

55

1	add-on because I can't stand the crap in MN." And	09:45AM
2	that's Minnesota, correct?	09:45AM
3	A. Right.	09:45AM
4	Q. And Mr. Ess responds, "Good for you," correct?	09:45AM
5	A. Right.	09:45AM
6	Q. And then you responded with a picture of you	09:45AM
7	and Trump in the Oval Office?	09:45AM
8	A. Right.	09:45AM
9	Q. And he responded, "... I don't want to lose	09:45AM
10	your trust by asking you first. Can I tell anyone about	09:45AM
11	this, the pills? If not, trust me, i won't tell a	09:45AM
12	soul." Do you see that?	09:45AM
13	A. Yes.	09:45AM
14	Q. And Mr. Ess is asking you about the medication	09:45AM
15	that you were talking about?	09:45AM
16	A. It was a supplement.	09:45AM
17	Q. The supplement?	09:45AM
18	A. Yeah. It kept him from getting it, too.	09:45AM
19	Q. Okay. That's all I have for that one, sir.	09:46AM
20	You can put it aside.	09:46AM
21	I'm going to show you another text. This	09:46AM
22	one will be Exhibit 590.	09:46AM
23	(Exhibit 590 marked.)	09:46AM
24	Q. (BY MS. WRIGLEY) Here you go. Once again, for	09:46AM
25	the record, this is a text message chain that's much	09:46AM

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024

56

1 longer. This one was around 125 pages. It was produced
2 as DEF 034862. This is an excerpt of Page 1 and Page 20
3 of that document.

4 Looking at the top, sir, do you see this is
5 a text chain between yourself and Kim Rasmussen?

6 A. Yeah.

7 Q. Who is Ms. Rasmussen?

8 A. She's worked with MyPillow since 2010. She
9 doesn't any more.

10 Q. When did she stop working for MyPillow?

11 A. I don't know. It was probably 2019, 2020,
12 somewhere in there.

13 Q. What was her position at MyPillow, sir?

14 A. What's that?

15 Q. What was her position at MyPillow?

16 A. She did bookkeeping, worked in bookkeeping.

17 Q. Was Ms. Rasmussen ever a member of MyPillow's
18 board?

19 A. Yes.

20 Q. During what period of time?

21 A. What?

22 Q. During what period of time?

23 A. I don't know. Probably -- I think -- yeah,
24 2000 -- I don't know. '12 to '18, maybe. I don't know.
25 I don't know the exact dates.

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024

57

1 Q. Was Ms. Rasmussen ever a shareholder of
2 MyPillow?

3 A. She still is.

4 Q. And what percentage of shares does she own of
5 MyPillow?

6 A. I don't know. It's an employee-owned company.
7 2 percent, 1 percent. I have no idea. She had more at
8 one time, but when she left -- you have to -- there's an
9 employee agreement when they come in. So if you don't
10 stay, you wouldn't get those shares. It's like a work
11 agreement where you get shares as you work. So she -- I
12 don't know what she ended up with.

13 Q. Mr. Lindell, are you the majority shareholder
14 of MyPillow?

15 A. Yes.

16 Q. And in 2020 and 2021, were you the majority
17 shareholder of MyPillow?

18 A. Yes.

19 Q. Currently, what is your percentage of ownership
20 of MyPillow?

21 A. It's probably a little over 50 percent.

22 Q. And --

23 A. I think they put a bylaw in there when it was
24 below 50 percent, the board put a bylaw and said that I
25 can't go below 50, at least right now. It has to be

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024
58

1 voted on by the board, so...

09:48AM

2 Q. In 2020, what percentage of shares of MyPillow
3 did you own?

09:48AM

09:48AM

4 A. Probably 50 and a half percent or 51.

09:48AM

5 Q. How about 2021?

09:48AM

6 A. Same thing.

09:48AM

7 Q. 2022?

09:48AM

8 A. Same thing.

09:48AM

9 Q. So have you owned somewhere around 50 to
10 50.5 percent of MyPillow shares from 2020 through
11 present?

09:48AM

09:48AM

12 A. Correct.

09:48AM

13 Q. Okay. And who is the second -- let me just ask
14 you this: Who owns the second most amount of shares of
15 MyPillow?

09:48AM

09:48AM

09:48AM

16 A. No idea. It would be some of the employees. I
17 have absolutely no idea. Probably ten of them, anywhere
18 from 3 to 5 percent. After that, it's -- it could be 50
19 to 100 of them own different amounts.

09:49AM

09:49AM

09:49AM

09:49AM

20 Q. Going back to Exhibit 590, the text between --

09:49AM

21 A. You mean you guys didn't study all the people
22 you're going to hurt or trying to hurt?

09:49AM

09:49AM

23 MS. WRIGLEY: I'm going to move to strike.
24 It's nonresponsive.

09:49AM

09:49AM

25 Q. (BY MS. WRIGLEY) Mr. Lindell, do you see this

09:49AM

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024

59

1	is -- Exhibit 590 is a text between yourself and Kim	09:49AM
2	Rasmussen?	09:49AM
3	A. Yeah.	09:49AM
4	Q. Do you see this starts on March 30th, 2020? Do	09:49AM
5	you see that?	09:49AM
6	A. Uh-huh. Right.	09:49AM
7	Q. Okay. I'm going to ask you about something on	09:49AM
8	Page 20, which is the second page of 590. Do you see in	09:49AM
9	the middle of the page there's a date, June 10th, 2020?	09:49AM
10	A. Yes.	09:49AM
11	Q. Ms. Rasmussen -- Rasmussen texts you, "How was	09:49AM
12	your meeting with Trump?" Do you see that?	09:50AM
13	A. Yes.	09:50AM
14	Q. And you responded, sir, correct?	09:50AM
15	A. Yes.	09:50AM
16	Q. You say, "It was awesome. Met for two and a	09:50AM
17	half hours. He and Pence encouraged me to run for	09:50AM
18	governor, too. The president read my book and wouldn't	09:50AM
19	stop talking about it...LOL." Do you see that?	09:50AM
20	A. Right.	09:50AM
21	Q. In June of 2020, were you being encouraged by	09:50AM
22	former President Trump to run for governor of Minnesota?	09:50AM
23	A. No. That meeting there, that particular	09:50AM
24	meeting was all his media people. He had me there to	09:50AM
25	critique their ads. So the -- Pence was in the room and	09:50AM

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024

60

1 all these ad people, and as we were doing ads, they 09:50AM
2 had -- they had a -- they -- a commercial made for 09:50AM
3 Minnesota, and it showed all the burning in Minnesota 09:50AM
4 where they burned up Minneapolis. 09:50AM

5 And the president came in. He had read my 09:50AM
6 book. And then Pence said -- I think made the comment, 09:50AM
7 "Well, you should run for governor of Minnesota. Look 09:50AM
8 what's happening there, the horrific streets burning up 09:51AM
9 because of the riots." That's what this comment was 09:51AM
10 about. The two and a half hours wasn't just me and 09:51AM
11 Pence. It was all media people for these commercials. 09:51AM

12 Q. Okay. And -- 09:51AM

13 A. That's when that governor thing got brought up. 09:51AM

14 Q. And you mentioned it in the text message to Kim 09:51AM
15 Rasmussen? 09:51AM

16 A. Yes. 09:51AM

17 Q. I'm done with that document, sir. I'll show 09:51AM
18 you another one. This will be 591. 09:51AM

19 (Exhibit 591 marked.) 09:51AM

20 Q. (BY MS. WRIGLEY) This is 591. For the record, 09:51AM
21 this is a text chain between Mr. Lindell and Corey 09:51AM
22 Lewandowski, produced as DEF 036030. This one, like the 09:51AM
23 rest of them, is long. It's 54 pages. This particular 09:51AM
24 DEF exhibit includes only Page 1, Page 6 and Page 7. 09:52AM

25 A. Uh-huh. 09:52AM

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024
61

1 Q. Do you see at the top, sir, this text chain
2 starts on June 28, 2020?

3 A. Correct.

4 Q. It's between yourself and Corey Lewandowski,
5 correct?

6 A. Correct.

7 Q. Who is Mr. Lewandowski?

8 A. He worked for the president. He was doing
9 campaign stuff in Minnesota, I think, and South Dakota.

10 Q. He worked for President Trump?

11 A. Worked for President Donald Trump, yes --

12 Q. Okay.

13 A. -- as far as I know.

14 Q. Okay. And then I think you said South -- you
15 said Minnesota?

16 A. I don't know what this -- he was -- I know I've
17 seen him in Minnesota. He was there. South Dakota. He
18 was all over back then.

19 Q. I'm going to direct your attention to the
20 second page of this document, which is the Page 6 of the
21 produced document. Do you see at the top there's a date
22 October 17, 2020?

23 A. Okay.

24 Q. You write to him, "Great job on Hannity.
25 Thanks for bringing up Minnesota. You are correct, we

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024
62

1	will win MN!" Do you see that?	09:53AM
2	A. Uh-huh.	09:53AM
3	Q. He responded to you, correct?	09:53AM
4	A. Where he said, "I want to win it so bad. Don't	09:53AM
5	let the boss give up on it."	09:53AM
6	Q. Yes. Do you see that, sir?	09:53AM
7	A. Yeah.	09:53AM
8	Q. And did you understand the reference to "the	09:53AM
9	boss" to be President Trump?	09:53AM
10	A. Yeah. He calls him "the boss," yeah.	09:53AM
11	Q. And then you responded by including a Breitbart	09:53AM
12	article with the title, "MyPillow's Mike Lindell	09:53AM
13	predicts Trump Minnesota victory, first-time GOP top	09:53AM
14	ticket state since 1972." Do you see that?	09:53AM
15	A. Correct.	09:53AM
16	Q. And then there's a picture of you and a	09:53AM
17	Breitbart symbol at the bottom, correct?	09:53AM
18	A. Yeah. I don't know where you got the picture,	09:53AM
19	but yes.	09:53AM
20	Q. Okay. And then if you go to the next page,	09:53AM
21	Page 7, Mr. Lewandowski responds, "Boom. Agree,"	09:53AM
22	correct?	09:53AM
23	A. Yeah.	09:53AM
24	Q. And then you responded to him, correct?	09:53AM
25	A. Yeah.	09:53AM

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024

63

1	Q. Mr. Lindell, you wrote, "I think I texted	09:53AM
2	everyone in the campaign complaining about not running	09:54AM
3	this ad" --	09:54AM
4	A. Right.	09:54AM
5	Q. -- "we made for MN this last two weeks..."	09:54AM
6	A. Yes.	09:54AM
7	Q. "They finally gave in and are running it like	09:54AM
8	crazy. I guess it pays to complain."	09:54AM
9	A. Yeah.	09:54AM
10	Q. Do you see that?	09:54AM
11	And then you sent an attachment, correct?	09:54AM
12	A. Yes.	09:54AM
13	Q. And then you also said, "They were ready to	09:54AM
14	give up...I could feel it by their crickets every time I	09:54AM
15	asked when they were starting. We are going to win	09:54AM
16	Minnesota!!!!" Correct?	09:54AM
17	A. Yeah.	09:54AM
18	Q. Mr. Lewandowski responds, "We need to win. He	09:54AM
19	wants to win MN." Do you see that?	09:54AM
20	A. Yes.	09:54AM
21	Q. You responded, correct, sir?	09:54AM
22	A. Yes.	09:54AM
23	Q. You said, "We win, I'm all in on governor."	09:54AM
24	A. That's correct. That's what I told you earlier	09:54AM
25	in this deposition. That's when I really was	09:54AM

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024
64

1 considering it, right towards the end of 2020. 09:54AM

2 Q. So towards the end of 2020, you were seriously 09:54AM
3 considering running for Minnesota, correct? 09:54AM

4 A. No. That's when I was really considering. 09:54AM
5 Before, it was all chatter. It became very real then -- 09:54AM
6 by then. The stuff, especially after the riots, when I 09:55AM
7 watched my city get destroyed where I grew up on those 09:55AM
8 streets. 09:55AM

9 Q. Around this time in October of 2020, were you 09:55AM
10 considering whether to announce your run for governor of 09:55AM
11 Minnesota after the 2020 presidential election? 09:55AM

12 A. Yes. Yeah, it was sometime -- it wasn't up 09:55AM
13 until 2022. 09:55AM

14 Q. Okay. I'm going to hand you another document, 09:55AM
15 sir. This one will be 592. 09:55AM

16 (Exhibit 592 marked.) 09:55AM

17 Q. (BY MS. WRIGLEY) For the record, this is a 09:55AM
18 document produced DEF 082786. Once again, it's a text 09:55AM
19 chain. This one is between Mike Lindell and Mary. It's 09:56AM
20 a long one. This chain has Pages 1, 106 through 110 09:56AM
21 included. And then for the record, the black on the top 09:56AM
22 is the way in which it was produced by defense counsel 09:56AM
23 to us. 09:56AM

24 Mr. Lindell, looking at the top, do you see 09:56AM
25 this is a text between yourself and somebody named Mary? 09:56AM

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024

65

1	A. Uh-huh.	09:56AM
2	Q. Who is Mary?	09:56AM
3	A. Cousin, first cousin.	09:56AM
4	Q. What's her last name?	09:56AM
5	A. Glasnapp. Glasnapp. Glasnapp.	09:56AM
6	Q. Will you spell it for the record?	09:56AM
7	A. I don't know. G-L-A-S-N-A-P-P.	09:56AM
8	Q. Thank, you sir. I'm going to have you skip	09:56AM
9	ahead.	09:56AM
10	MR. KACHOUROFF: What page?	09:57AM
11	MS. WRIGLEY: Yeah.	09:57AM
12	Q. (BY MS. WRIGLEY) So if you look on Page 106,	09:57AM
13	the second page of the exhibit, do you see at the top	09:57AM
14	the date is October 28, 2020? Do you see that?	09:57AM
15	A. Yes.	09:57AM
16	Q. And that's a few days before the presidential	09:57AM
17	election in 2020, correct?	09:57AM
18	A. Right.	09:57AM
19	Q. Mary says, "How was Bemidji"?	09:57AM
20	A. Yeah.	09:57AM
21	Q. "Was there a big crowd?" Do you see that?	09:57AM
22	A. Yes.	09:57AM
23	Q. You respond, "Yes. I spoke in Wisconsin	09:57AM
24	today," and then there was an image. Do you see that?	09:57AM
25	A. Yes.	09:57AM

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024

66

1 Q. And do you recall what this speech in Wisconsin
2 was around this time?

3 A. Just rallies.

4 Q. Rallies for Trump?

5 A. I don't know. I do some myself. I do -- I
6 would speak. That looks like a Trump rally, no?

7 Q. If you look at Page 107, do you think -- do you
8 see there's another attachment that has a picture image
9 of Trump at a podium?

10 A. Yeah. I don't know if it was the same one or
11 not, but if it was, it was a rally in Wisconsin.

12 Q. And if you look at Page 108, do you see there's
13 another picture of you at what appears to be rally?

14 A. Uh-huh.

15 Q. Mary responds on that page, "Good. Keep raking
16 in the voters." Do you see that?

17 A. Uh-huh. Yes.

18 Q. And then if you go to the next page, Page 109,
19 do you see there's an image of you and President Trump
20 in the Oval Office at the White House? And Mary
21 responds, "Nice"?

22 A. Yeah.

23 Q. If you go to Page 110, this is on the same
24 date, do you see that -- below a picture of you and
25 President Trump, you write to Mary, "Tell Mark I am

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024

67

1 running for governor in 2022, possible president in 09:58AM
2 2024. The president and I are going to announce me 09:58AM
3 running right after the election, thumbs up"? Do you 09:58AM
4 see that? 09:58AM

5 A. Yes. 09:58AM

6 Q. You say, "Seven days...keep praying." Do you 09:58AM
7 see that? 09:58AM

8 A. Yes. 09:58AM

9 Q. And at this point in time, you were considering 09:58AM
10 running for governor in 2022? 09:58AM

11 A. Uh-huh. A hundred percent. 09:58AM

12 Q. A hundred per- -- 09:58AM

13 A. At that time, I was very serious of running for 09:58AM
14 governor. 09:59AM

15 Q. And were you considering a possible run for 09:59AM
16 president in 2024? 09:59AM

17 A. I know I put it on there, but I wasn't -- it 09:59AM
18 was -- it wasn't on my mind, it was all about governor. 09:59AM
19 This was all after the riots, after that all happened, 09:59AM
20 and I thought that I could do something to maybe fix 09:59AM
21 this in Minnesota. 09:59AM

22 Q. Okay. You can put that aside, and I'm going to 09:59AM
23 show you another document, sir. 09:59AM

24 (Exhibit 593 marked.) 09:59AM

25 Q. (BY MS. WRIGLEY) This is 593. For the record, 09:59AM

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024

68

1 this was produced DEF 083932. It's a text chain between 09:59AM
2 Mike Lindell and Michelle Media, Katelyn Gamlin. The 09:59AM
3 first page was produced with redaction. This is part of 09:59AM
4 a longer text chain. This particular Exhibit 593 only 09:59AM
5 includes Page 1, 19 and 20 from that document. 09:59AM

6 Mr. Lindell, do you see this is, at the 10:00AM
7 top, a text message between yourself, Michelle Media and 10:00AM
8 Katelyn Gamlin? 10:00AM

9 A. Correct. 10:00AM

10 Q. Who is Katelyn Gamlin? 10:00AM

11 A. She was -- she was my executive assistant. 10:00AM

12 Q. Was she your executive assistant in 2020? 10:00AM

13 A. I think so. Probably. 10:00AM

14 Q. 2021? 10:00AM

15 A. Yes. 10:00AM

16 Q. And how long has Ms. Gamlin been working as 10:00AM
17 your executive assistant? 10:00AM

18 A. I don't know. Since maybe 2020, 2019, 10:00AM
19 somewhere in there. 10:00AM

20 Q. Is she still your executive -- 10:00AM

21 A. Yes. 10:00AM

22 Q. -- assistant today? 10:00AM

23 A. Yes. 10:00AM

24 Q. Michelle Media, do you know who that is? 10:00AM

25 A. Yeah. She's a -- she does -- she's a PR. At 10:00AM

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024
69

1 one time, she -- she was my -- we hired her firm to be a 10:00AM
2 PR firm back with MyPillow when I do media appearances. 10:00AM
3 I actually -- they actually got rid of her after -- I 10:01AM
4 think it was sometime in '18 or '19. I just didn't feel 10:01AM
5 I needed the cost. But that's what that is. It's a 10:01AM
6 media reporter. 10:01AM

7 Q. If you go to the second page, which is Page 19 10:01AM
8 of this produced document, do you see a date at the 10:01AM
9 bottom November 6, 2020? 10:01AM

10 A. Uh-huh. 10:01AM

11 Q. And do you see Michelle Media texts, "Hi, Mike. 10:01AM
12 A Fox Business reporter reached out asking about whether 10:01AM
13 you are running for governor in 2022. What are you 10:01AM
14 currently saying about that? No decision until after 10:01AM
15 the presidential election?" Do you see that? 10:01AM

16 A. Yeah. 10:01AM

17 Q. And you responded, "Correct"? 10:01AM

18 A. That's right. 10:01AM

19 Q. And was that correct at the time? 10:01AM

20 A. Yeah. 10:01AM

21 Q. This is in November of 2020? 10:01AM

22 A. Yeah. 10:01AM

23 Q. After the presidential election in November of 10:02AM
24 2020, were you fielding inquiries from the media about 10:02AM
25 whether you were going to run for governor of Minnesota? 10:02AM

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024

70

1 A. After the election?

10:02AM

2 Q. Yes, sir.

10:02AM

3 A. No. My focus was far away from -- my focus was
4 on one thing, looking at states and seeing why people
5 voted in states that didn't live there. That was my
6 number one thing every day from the day of the -- the
7 day of -- from November 4th on. I never gave Minnesota
8 governor one thought after that day.

10:02AM

10:02AM

10:02AM

10:02AM

10:02AM

10:02AM

9 Q. Okay. I'm going to mark another document, sir.

10:02AM

10 (Exhibit 594 marked.)

10:02AM

11 Q. (BY MS. WRIGLEY) This is 594. Once again,
12 this is a text chain. This one was produced DEF 081585.
13 This one produced was particularly long, 272 pages.

10:02AM

10:02AM

14 This is -- just includes a number of excerpts for pages,
15 Pages 1 and 28 through --

10:03AM

10:03AM

16 A. Yeah.

10:03AM

17 Q. -- 38, sir.

10:03AM

18 Do you see at the top this is a text chain
19 between yourself and Steve Bannon?

10:03AM

10:03AM

20 A. Correct.

10:03AM

21 Q. Who is Steve Bannon, sir?

10:03AM

22 A. He's -- he's a host on War Room. He was the
23 president's -- our real president's advisor I think in
24 '16.

10:03AM

10:03AM

10:03AM

25 Q. Did Mr. Bannon help to get President Trump

10:03AM

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024

71

1 first elected to the White House?

10:03AM

2 A. I have no idea. I -- I didn't know Bannon
3 until 2021.

10:03AM

10:03AM

4 Q. Mr. Bannon has a podcast called War Room,
5 correct?

10:03AM

10:04AM

6 A. That's correct.

10:04AM

7 Q. Do you see that this text chain starts on
8 February 18, 2021?

10:04AM

10:04AM

9 A. Correct.

10:04AM

10 Q. I'm going to jump ahead and ask you about
11 something that is on -- let me just walk you through it.

10:04AM

10:04AM

12 I'm going to start with the second page,
13 Page 28, of the document. Do you see in the middle of
14 the page there's the date March 15, 2021?

10:04AM

10:04AM

10:04AM

15 A. Okay.

10:04AM

16 Q. Mr. Bannon writes to you, "I just read the
17 article. Don't think it's all" -- "it's bad at all."
18 Do you see that?

10:04AM

10:04AM

10:04AM

19 A. Yeah.

10:04AM

20 Q. Mr. Lindell, you responded, "It's all the lies
21 and stuff they left out. This article got more
22 complaints from people I know than all of the ones this
23 year out together." Do you see that?

10:04AM

10:04AM

10:04AM

10:04AM

24 A. Yes.

10:04AM

25 Q. Mr. Bannon responds to you, "Let's go through,

10:04AM

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024

72

1 but they have some great stuff in there about the
2 employees and how you run the company." Do you see
3 this?

4 A. Yes.

5 Q. And then if you go to the next page, you
6 responded, "No, they actually minimized that too and
7 lied." Do you see that?

8 A. Yes.

9 Q. Mr. Bannon responded, "For a super progressive
10 paper, it's not that bad."

11 A. Yes.

12 Q. "You come off as a decent guy to those who work
13 for you. We can pump up." Do you see that?

14 A. Yes.

15 Q. What was he referring to with the reference,
16 "We can pump up"?

17 A. I -- I don't know the article -- I don't know
18 the article he's referring to. He's probably -- he's
19 pumping up MyPillow because MyPillow at that time was
20 getting cancelled by every single box store in the
21 country. We were losing hundreds of millions of
22 dollars, we lost in a three-week period, and he was
23 trying to help at that time coming on and saying -- you
24 know, help my employees, and that's what he's talking
25 about, pump up the company, that we're -- you know,

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024

73

1 they're destroying our company, that -- that -- for no
2 reason, you know.

3 Q. Now, if you go down in text, you see in this
4 text chain between you and Mr. Bannon, at the bottom you
5 say, "I can explain why this one upset me more than all
6 the others put together and how the left does it well."
7 Do you see that?

8 A. Uh-huh.

9 Q. And Mr. Bannon responds, "Okay." Do you see
10 that?

11 A. Uh-huh.

12 Q. Now, on the next page, he responds -- I'm on
13 Page 30 of this produced exhibit -- "They are obsessed
14 with you running for governor." Do you see that?

15 A. Yes.

16 Q. You responded, correct?

17 A. Yes. There -- that was the time -- Governor
18 Walz in Minnesota, after we had went around many times
19 with him, I had masks that I made for the country, and
20 there's a whole thing of me and the governor of
21 Minnesota going back and forth battling all the time.
22 He would not accept the free masks. And this was after
23 the election. Things like that.

24 But what he did in that -- what Bannon's
25 referring to here, he sent out flyers all over

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024
74

1 Minnesota, millions of dollars worth, I think, and with
2 my picture on them, and said, "Do you want this guy
3 being your governor, another Trump-like person?"

4 And that's what your answer is referring
5 to, that I'm referring to, they're very afraid. I go --
6 I wasn't even going to run then, and they were afraid
7 that I -- because I hadn't said anything. I was focused
8 on getting rid of the electronic voting machines and
9 going to paper ballots by that time, as you know.

10 Q. Did you -- in 2021, did you have any
11 discussions with Steve Bannon about potentially running
12 for governor --

13 A. No.

14 Q. -- in Minnesota?

15 A. No.

16 Q. Not a single conversation?

17 A. Not that I'm aware of. I -- that was the
18 furthest thing from my mind. I was all about getting
19 rid of electronic voting machines and going to paper
20 ballots and counting. That was my whole focus 18 hours
21 a day for the next three years.

22 Q. Now, Mr. Bannon responded to you and said, "Of
23 course. Petrified."

24 A. Yeah.

25 Q. And then he said, "I would hold off on governor

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024

75

1 and run for president if Trump doesn't run in '24." Do
2 you see that?

3 A. Yeah.

4 Q. Did Mr. Bannon talk to you about running for
5 president --

6 A. No.

7 Q. -- in 2021?

8 A. No. No.

9 Q. Never?

10 A. No, not that I know of. That was -- I just met
11 the guy around this time.

12 Q. Now, if you go to Page 31, at the top, do you
13 see it's an image? And is that the --

14 A. Uh-huh.

15 Q. -- ad that you were referring to when you
16 testified a few minutes ago?

17 A. Hey, there's -- you guys found the flyer I just
18 told you about. See. Huh, it's all true. Wow. You
19 found that for me. I was looking for that. That's
20 exactly the flyer he sent out all over Minnesota.

21 Q. Mr. Bannon responded to you sending that
22 attachment. Do you see that?

23 A. Yeah.

24 Q. Mr. Bannon, Steve Bannon says, "This is great.
25 First, it's a great photo, power photo, and you can

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024
76

1 smell the fear."

10:08AM

2 A. Right.

10:08AM

3 Q. Do you see that?

10:08AM

4 A. Yeah.

10:08AM

5 Q. And, Mr. Lindell, you responded, "We can play
6 that up, smiley face. I'm landing soon."

10:08AM

10:08AM

7 A. Right.

10:08AM

8 Q. Do you see that?

10:08AM

9 A. Yeah.

10:08AM

10 Q. And then if you go to the next page, do you see
11 that Mr. Bannon says, "K. I'm up working. Call when
12 free"? Do you see that?

10:08AM

10:08AM

10:08AM

13 A. Yeah.

10:08AM

14 Q. You responded, Mr. Lindell, "Did I tell you I
15 hired Alan Dershowitz, too," correct?

10:08AM

10:08AM

16 A. Right.

10:08AM

17 Q. Mr. Bannon responds, "Yes, that's" --

10:08AM

18 A. And for the record, can I say Alan Dershowitz
19 still owes me money, and he's a bad guy?

10:09AM

10:09AM

20 Go ahead.

10:09AM

21 Q. And Mr. Bannon responded, "Yes, that's huge.
22 And he interviewed and they didn't print a word." Do
23 you see that?

10:09AM

10:09AM

10:09AM

24 A. Yeah.

10:09AM

25 Q. Mr. Lindell, you responded, "I think I have 12

10:09AM

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024
77

1 lawyers now and hired the biggest investigators to find 10:09AM
2 all the troll and bot groups and who hired them." 10:09AM

3 A. Correct. 10:09AM

4 Q. Do you see that? 10:09AM

5 A. Yeah. 10:09AM

6 Q. Mr. Bannon says, "Brilliant. We have to be 10:09AM
7 getting all this on film, like a reality TV so we can 10:09AM
8 make a documentary film." Do you see that? 10:09AM

9 A. Yes. 10:09AM

10 Q. And you responded, Mr. Lindell? 10:09AM

11 A. "For sure. Remind me to tell about Swin." 10:09AM

12 Q. And who's Swin? 10:09AM

13 A. Swin is a reporter for The Daily Beast. He now 10:09AM
14 works for the Rolling Stone magazine. He doesn't like 10:09AM
15 to say he's still with The Daily Beast. 10:09AM

16 But of all the reporters that attacked me 10:09AM
17 every day for three days, I became kind of weird friends 10:09AM
18 with Asawin, Swin was one of them. He would bash me 10:09AM
19 every day in articles, but at least he would -- he would 10:10AM
20 let me say my voice of what I had to say, and people 10:10AM
21 would read through the bashing. 10:10AM

22 Q. Now, Mr. Bannon had referred to a documentary 10:10AM
23 film. Do you know what that was a reference to? 10:10AM

24 A. I had no idea. 10:10AM

25 Q. Now, if you go to Page 33, at the top, 10:10AM

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024

78

1	Mr. Bannon says, "The different teams would be	10:10AM
2	fascinating, plus a film crew on you." Do you see that?	10:10AM
3	A. Yeah.	10:10AM
4	Q. You responded, "He heard us on your	10:10AM
5	show...LOL." Do you see that?	10:10AM
6	A. Yeah.	10:10AM
7	Q. And is that a reference to the reporter, Swin?	10:10AM
8	A. Sure. Yeah.	10:10AM
9	Q. Okay. Mr. Bannon responded, "LOL," correct?	10:10AM
10	A. Yes.	10:10AM
11	Q. And then you and Mr. Bannon go back and forth	10:10AM
12	about the Swin report, correct?	10:10AM
13	A. Yeah. He -- everybody knows Swin.	10:10AM
14	Q. And Mr. Bannon thought Swin was whiney?	10:10AM
15	A. What's that? Yeah, he is whiney.	10:10AM
16	Q. He was very whiney?	10:10AM
17	A. Yeah.	10:10AM
18	Q. Now, if you go to the next page, do you see	10:10AM
19	that Mr. Bannon starts off, "LOL!!"? Do you see that?	10:10AM
20	A. Yeah.	10:10AM
21	Q. And, Mr. Lindell, you responded, "Frank means	10:10AM
22	free, forthright and sincere speech."	10:10AM
23	A. That's right.	10:10AM
24	Q. Do you see that?	10:11AM
25	A. Yes.	10:11AM

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024

79

1 Q. And is that an image for "Frank, the voice of 10:11AM
2 free speech"? 10:11AM

3 A. Yeah. We were trying to -- this is when I 10:11AM
4 first wanted to get the company -- this goes to when I 10:11AM
5 came out with the show, the "Absolute Proof" on 10:11AM
6 February 5, 2021, the media went completely silent on me 10:11AM
7 for about 16 days, and that scared me that I would never 10:11AM
8 be able to get the word out about the machine companies 10:11AM
9 and what I had found and what had been brought to me. 10:11AM

10 And so I had to come up with my own media 10:11AM
11 platform, and I first got the name VOCL, V-O-C-L, and 10:11AM
12 they stopped that. They, of course, had stopped it. 10:11AM
13 They attacked me. 10:11AM

14 And so then we went and got -- the name 10:11AM
15 "Frank" was available and FrankSpeech. That was one of 10:11AM
16 our first original logos. 10:11AM

17 Q. And you discussed the name for that platform 10:11AM
18 with Steve Bannon? 10:11AM

19 A. What's that? 10:11AM

20 Q. You discussed the name for that platform with 10:11AM
21 Steve Bannon? 10:11AM

22 A. No. This is the text. I didn't call up Steve 10:11AM
23 Bannon. I didn't know Steve Bannon very well then. I 10:11AM
24 had just met him in February. I had probably told him I 10:12AM
25 was going to have a new platform, but then it was 10:12AM

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024
80

1 just a -- it was just a -- I think FrankSpeech started 10:12AM
2 in, I want to say, March or April of 2021. 10:12AM

3 Q. Mr. Bannon responded here saying, "It's a power 10:12AM
4 name. Let me be, quote, frank, end quote." 10:12AM

5 A. Yeah. He was asking my opinion about the name. 10:12AM
6 I didn't -- probably didn't even tell him about the 10:12AM
7 platform. 10:12AM

8 Q. He continued in the text, "Frank, the power of 10:12AM
9 free speech." 10:12AM

10 A. Right. 10:12AM

11 Q. "Frank, the impact by free speech. Frank, the 10:12AM
12 platform for speech" -- "free speech." 10:12AM

13 A. Right. 10:12AM

14 Q. Do you see that? 10:12AM

15 A. I was -- the name did -- I mean, it was weird 10:12AM
16 to me because, quite frankly, I was speaking frankly -- 10:12AM

17 Q. Right. 10:12AM

18 A. -- but we had to come up with something. 10:12AM

19 Q. In 2021, did you discuss building out a media 10:12AM
20 platform to help launch your political career with Steve 10:12AM
21 Bannon in preparation for future run for office? 10:12AM

22 A. No. Absolutely not. 10:12AM

23 Q. In 2021, did Steve Bannon communicate with you 10:12AM
24 at all about building your political apparatus? 10:12AM

25 A. What political apparatus? No. That was -- 10:13AM

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024
81

1 absolutely not. I was not focused on any run for office 10:13AM
2 after the 2020 election. It was not my focus. It was a 10:13AM
3 hundred percent to get rid of the electronic voting 10:13AM
4 machines in our elections, hundred percent, 18 hours a 10:13AM
5 day nonstop. 10:13AM

6 Q. In 2021, did Steve Bannon present you with any 10:13AM
7 sort of a plan to run for political office? 10:13AM

8 A. No. No. No. 10:13AM

9 Q. Have you communicated -- have you continued to 10:13AM
10 communicate regularly with Steve Bannon from 2021 up 10:13AM
11 through the present? 10:13AM

12 A. Yeah. I go on his show and podcast just like I 10:13AM
13 do 400 prior to these elections, prior to '16. He has 10:13AM
14 the same business format we've used since 2011 -- or 10:13AM
15 2010 on -- I do it on War Room now. I'm on there 10:13AM
16 probably twice a day on one of -- he has four shows. I 10:13AM
17 do it at least on one or twice where I do MyPillow. 10:14AM

18 Q. I want to have you skip forward a little bit 10:14AM
19 and go to Page 37, sir. 10:14AM

20 MR. KACHOUROFF: Still on Exhibit 594? 10:14AM

21 MS. WRIGLEY: Yes. 10:14AM

22 Q. (BY MS. WRIGLEY) And actually, if you go to 10:14AM
23 36, because that's the page that has the date, do you 10:14AM
24 see the date in the middle of the page is March 16, 10:14AM
25 2021? Are you there on Page 36, sir? 10:14AM

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024
82

1	A. What's that? Yes.	10:14AM
2	Q. On Page 36, do you see the date is --	10:14AM
3	A. 36?	10:15AM
4	Q. Yes. March 16, 2021?	10:15AM
5	A. Yep.	10:15AM
6	Q. Mr. Bannon texted you, "Saw you called and	10:15AM
7	called you back." Do you see that?	10:15AM
8	A. Yeah.	10:15AM
9	Q. And it's at 1:00 a.m., I think. Do you see	10:15AM
10	that?	10:15AM
11	A. Yep.	10:15AM
12	Q. And you respond, "All good," correct?	10:15AM
13	A. Yep.	10:15AM
14	Q. Mr. Bannon responds, "You knocked it out of the	10:15AM
15	park today. I got so into the interview that I forgot	10:15AM
16	to read the MyPillow spots."	10:15AM
17	A. Right.	10:15AM
18	Q. Do you see that?	10:15AM
19	A. Yeah.	10:15AM
20	Q. And would that have been referring to an	10:15AM
21	interview that you did on Steve Bannon's show?	10:15AM
22	A. Yeah. There was two things going on with	10:15AM
23	Bannon. Just like any other show, except for Fox and	10:15AM
24	NewsMax, because of lawfare, they would not have me on,	10:15AM
25	or sale of media. So when I would go on there and talk	10:15AM

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024

83

1 about the election platforms and -- and then also, he 10:15AM
2 also had some MyPillow ads that I had to do. And what 10:15AM
3 he did there, he did the interview so long that the 10:15AM
4 whole spot was missed for MyPillow. So... 10:15AM

5 Q. Now, you responded, "LOL," correct? 10:15AM

6 A. Yeah. 10:16AM

7 Q. 37, you also said, "You did one. Sales were 10:16AM
8 lower though...around 45K. It was a good show. Swin 10:16AM
9 has become a big fan of your show, Emoji." 10:16AM

10 A. Uh-huh. 10:16AM

11 Q. "He texts me questions whenever I am off the 10:16AM
12 air now...LOL." 10:16AM

13 A. Right. 10:16AM

14 Q. Do you see that? 10:16AM

15 A. Yep. 10:16AM

16 Q. Mr. Bannon responds, "LOL. Slippers are 10:16AM
17 amazing," correct? 10:16AM

18 A. Yes. 10:16AM

19 Q. You responded with a thumbs up, correct? 10:16AM

20 A. Yes. 10:16AM

21 Q. Mr. Bannon then responds, "We also need to talk 10:16AM
22 later. You can't run for governor. You work your tail 10:16AM
23 off to help take back the House in '22. You have to 10:16AM
24 wait till 2024 and see if President Trump runs for 10:16AM
25 reelection - if he chooses not to, then you run for the 10:16AM

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024
84

1 presidency." Do you see that? 10:16AM

2 A. Yeah. 10:16AM

3 Q. And then if you go to the next page, 10:16AM

4 Mr. Lindell, you responded, correct? Do you see that? 10:16AM

5 A. Yes. 10:16AM

6 Q. Mr. Lindell, you texted, "I have thought of 10:16AM
7 that, and also, if he is reinstated on August, like I 10:16AM
8 believe he will be, then 2024 looks very real, thumbs 10:17AM
9 up." Do you see that? 10:17AM

10 A. Right. 10:17AM

11 Q. Mr. Bannon responds, "Mike, I'm very serious 10:17AM
12 about this. Let's set aside time" -- "let's set some 10:17AM
13 time aside to get a plan. This is God's work." Do you 10:17AM
14 see that? 10:17AM

15 A. Yeah. 10:17AM

16 Q. And, Mr. Lindell, you said, "I am too...I just 10:17AM
17 never wanted to say anything yet." 10:17AM

18 A. Yeah. 10:17AM

19 Q. Do you see that? 10:17AM

20 A. Yeah. 10:17AM

21 Q. Mr. Bannon says, "You cannot mention this to 10:17AM
22 anyone. Only focus on '22, why we run the tables, all 10:17AM
23 the while building your political apparatus." Do you 10:17AM
24 see that? 10:17AM

25 A. Yes. 10:17AM

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024

85

1 Q. And, Mr. Lindell, you responded, "Believe me, I 10:17AM
2 haven't...huge amount of people tell me to do just that 10:17AM
3 all the time," correct? 10:17AM

4 A. Yes. Yes. 10:17AM

5 Q. Now, you understand that Mr. Bannon is a strong 10:17AM
6 supporter of President Trump? 10:17AM

7 A. Yeah. He's -- and he's got -- he's very 10:17AM
8 opinionated of what his strategy for the whole country 10:18AM
9 is, believe me. 10:18AM

10 Q. And you've continued to communicate with 10:18AM
11 Mr. Bannon and appear on his show regularly through 2021 10:18AM
12 through the present, correct? 10:18AM

13 A. Yeah. Mostly for -- 95 percent for MyPillow 10:18AM
14 ads. He's an advertiser just like everybody else. 10:18AM

15 Q. Are you aware that Mr. Bannon was convicted on 10:18AM
16 a contempt charge for refusing to comply with a subpoena 10:18AM
17 for the January 6th Committee? 10:18AM

18 A. Yeah. And I didn't get to come to that. They 10:18AM
19 wouldn't -- I tried to get to come to that to show all 10:18AM
20 the evidence, but they wouldn't let me come. It was 10:18AM
21 disgusting. 10:18AM

22 Q. There was a trial over -- Mr. Bannon had a 10:18AM
23 trial over that contempt charge, correct? 10:18AM

24 A. What's that? 10:18AM

25 Q. Mr. Bannon had a trial over that contempt 10:18AM

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024
86

1 charge, correct?

10:18AM

2 A. Yeah. I wasn't familiar with it back then. I
3 know -- I know he's just got in the news today that
4 he's -- that they say he should really have to do some
5 jail time. Is that what you're talking about?

10:18AM

10:18AM

10:18AM

10:18AM

6 Q. And do you understand what the charges were
7 against Mr. Bannon?

10:18AM

10:18AM

8 A. No. I didn't follow it.

10:18AM

9 Q. Okay. Do you understand that there was a jury
10 trial?

10:18AM

10:19AM

11 A. I didn't follow it.

10:19AM

12 Q. Okay.

10:19AM

13 A. I have no idea.

10:19AM

14 Q. Does MyPillow have an agreement with Steve
15 Bannon to split revenue based on a percentage from any
16 sales of MyPillow products that use a promo code that he
17 gives out on his War Room podcast?

10:19AM

10:19AM

10:19AM

10:19AM

18 A. Yes, that and 500 other pro -- 500 other at
19 least, going all the way back to 2010. Includes radio,
20 all TV, print, everything.

10:19AM

10:19AM

10:19AM

21 Q. What's the revenue split in terms of that
22 agreement with Mr. Bannon?

10:19AM

10:19AM

23 A. I don't know. I don't know the exact
24 agreement. There's different ones with different
25 podcasters.

10:19AM

10:19AM

10:19AM

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024
87

1 Q. Does he have one of the highest revenue splits? 10:19AM

2 A. No. It's all the same across the board. 10:19AM

3 Nobody is favored. 10:19AM

4 Q. Okay. But he does -- in terms of sales of 10:19AM
5 MyPillow products that use a promo code that he gives 10:19AM
6 out on his War Room podcast, some of those proceeds go 10:19AM
7 to MyPillow and some of those proceeds go to Mr. Bannon, 10:19AM
8 correct? 10:19AM

9 A. You pay for ads, that's correct. You have to 10:19AM
10 pay this ad company to -- you pay for -- it's -- what we 10:20AM
11 have at MyPillow, it's been the same since 2010. Back 10:20AM
12 in 2010 when we got into radio, the first one, I 10:20AM
13 believe, was sale of media where people -- you paid for 10:20AM
14 your ads. 10:20AM

15 And I said, well, you know, what -- if you 10:20AM
16 have all these impressions, why don't we do a rev share? 10:20AM
17 I would -- first said, if you have all these people, 10:20AM
18 let's do a rev share, then I have no risk. And we 10:20AM
19 changed the whole industry from iHeartMedia, Salem 10:20AM
20 Media, Cumulus. All of them -- most of all of them now 10:20AM
21 are on rev shares, instead of buying the ads directly. 10:20AM

22 There's still a few direct ones, like, I 10:20AM
23 don't know, Glenn Beck maybe, Hannity. Back then, 10:20AM
24 Hannity started in '15, that you still paid -- paid out, 10:20AM
25 just paid directly for the ads. 10:20AM

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024
88

1 Q. Is Steve Bannon one of MyPillow's best
2 advertisers?

3 A. I wouldn't say that. They're all the same, you
4 know.

5 Q. Is he one of the highest performing advertisers
6 in terms of sales of MyPillow products?

7 A. He's in the upper third, I would say. You
8 know, it depends if you're talking -- if you're talking
9 TV, no, then he's not. If you're talking -- in the TV,
10 he'd be one of the lowest ones. If you're talking
11 podcasters, he'd be one of the highest ones. He's kind
12 of a mix. Steve's kind of a mix. Just Real America's
13 Voice, that's on TV. With TV, he would be one of the --
14 probably the lower ones. But podcast, he'd be one of
15 the highest.

16 Q. Okay. So he would be one of the top
17 advertisers in terms of sales of MyPillow products in
18 the podcast world?

19 A. In the podcast world. There's about four that
20 are equal probably.

21 Q. Now, in terms of TV, who are the top
22 advertisers for MyPillow products?

23 A. It was Fox News, NewsMax. Until their ratings
24 went down, CNN was almost tied with Fox. And MSNBC,
25 ABC, CBS, all of them, all the broadcasts, ABC, CBS,

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024
89

1 NBC. But now since that -- with the shift -- because 10:22AM
2 it's all about what we pay. We don't advertise -- if 10:22AM
3 he -- here's the way our ads work. If -- for every 10:22AM
4 spot, it's tracked by a promo code or a phone number. 10:22AM
5 Let's say it's CNN. At 3:00 o'clock in the morning, if 10:22AM
6 it costs \$1,000, you better break even or a make little 10:22AM
7 bit or we never run it again. So it's all about what 10:22AM
8 you pay and what you get back. 10:22AM

9 Let's say you had to live on that exact ad. 10:22AM
10 What happened was after -- after the -- when the China 10:22AM
11 virus came in, finally, CNN's ads were down in price, 10:22AM
12 and MSNBC, they came down in price, so we were able to 10:22AM
13 advertise on there again. It's all about what you pay 10:22AM
14 and what you get back. 10:22AM

15 So when you see a lot of MyPillow ads, that 10:22AM
16 means we're either breaking even or making money on that 10:22AM
17 particular ad. So it all -- 10:22AM

18 Q. Let me ask -- 10:22AM

19 A. -- changes is what I'm saying. It depends what 10:22AM
20 the stations charge. 10:22AM

21 Q. Let me ask you this: In terms of Fox News, 10:22AM
22 that's a TV advertisement, correct? 10:23AM

23 A. Yeah. 10:23AM

24 Q. Is there a revenue split agreement with Fox 10:23AM
25 News or do you pay for spots? 10:23AM

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024

90

1 A. You pay for spots. Like I said, each
2 individual spot, and if that doesn't make us money, we
3 lower it.

4 Now, there is negotiation that goes on. I
5 have an ad company do that. They'll negotiate with them
6 and say, "Hey, we can't buy the ad at that price." It's
7 kind of indirect. We're not going to buy an ad just to
8 advertise to brand. We don't brand MyPillow. I've
9 never branded in my life. I can't afford to brand.

10 Q. Okay. So Fox News is a TV spot?

11 A. Yeah. There's a lot of share -- revenue
12 shares. It's called direct in the TV part, too, and
13 that's more of a guaranteed sale.

14 Q. So putting aside the revenue shares, and I -- I
15 want to ask about paid TV spots. Is Fox News a paid TV
16 spot?

17 A. Fox News is, yes.

18 Q. Is NewsMax?

19 A. Yes.

20 Q. Is CNN?

21 A. Yes.

22 Q. Is MSNBC?

23 A. Yes.

24 Q. Is NBC?

25 A. Some of them aren't. Some of them -- some of

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024
91

1 the -- and when you get into the NBCs and CBSs and that,
2 some of them are on rev shares.

3 Q. Okay.

4 A. It's different. They call it something else.
5 They call it guaranteed media. In other words, they do
6 the ads and they get a percentage of sales. It's kind
7 of the same thing. It's like -- they -- they'll run it
8 and -- they can run it -- well, they consider it as a
9 rev share base. They can run as many spots as they want
10 because they don't have -- they get a percentage of
11 every sale. So it is a rev share. They just name it
12 something else. I can't -- I forget what it's called
13 right now.

14 Q. In terms of the paid TV specs, do you -- for
15 MyPillow, is that considered an advertising cost?

16 A. Yeah.

17 Q. And then in terms of the revenue splits for
18 MyPillow, is that considered an advertising cost?

19 A. Absolutely. They're identical.

20 Q. Okay. And then let's just say for 2023, how --
21 approximately how much did advertising cost MyPillow for
22 that year?

23 A. 2020 -- I have no idea. It's our advertising
24 cost. Like I say, we don't brand, so if -- in 2023 -- I
25 know we lost millions of dollars in 2022. It was -- you

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024
92

1 know, I don't know. It's usually -- I'd have to see 10:25AM
2 the -- I'd have to check the number. 10:25AM

3 Q. In 2023, would MyPillow have spent on 10:25AM
4 advertising over a hundred million dollars, sir? 10:25AM

5 A. I have no idea. 10:25AM

6 Q. You do not know what the cost of advertising 10:25AM
7 was for your company in 2023? 10:25AM

8 A. You don't -- you can't -- you don't buy it like 10:25AM
9 that. You don't have it in fourth quarter, we're going 10:25AM
10 to spend this much on advertising. 10:25AM

11 It all changes depending on the footprint 10:25AM
12 that's out there. So if you have -- if the -- for 10:25AM
13 example, right when -- when the -- when our biggest 10:25AM
14 object came in history, it was the spring of 2020, right 10:25AM
15 before the China virus. When that happened, when 10:25AM
16 everybody was put into quarantine, two things happened 10:25AM
17 there. Radio went way down. Radio collapsed because 10:25AM
18 people were not in their cars any more. We cancelled a 10:25AM
19 lot -- or we got a furlough, basically. I called up the 10:25AM
20 T- -- the radio stations and said, "Hey, I don't want to 10:26AM
21 buy your ads right now. I want to take a break. Let 10:26AM
22 other people that don't know what's going to happen to 10:26AM
23 buy your ads." 10:26AM

24 And even on the rev shares, I said, "You 10:26AM
25 guys should not run this stuff. No one is going to be 10:26AM

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024

93

1 listening to the radio."

10:26AM

2 TV, what happened there, it did a flip. In

10:26AM

3 the history of TV -- it was MyPillow's perfect storm.

10:26AM

4 All TV prices came down because people were afraid to

10:26AM

5 advertise on TV. MyPillow was on CNN, MSNBC, Fox, all

10:26AM

6 over the place, and -- and people were buying direct

10:26AM

7 sales. So that was when we -- we went up fourfold as a

10:26AM

8 company when that happened, three -- three to fourfold.

10:26AM

9 It was our biggest increase ever, and that was in May

10:26AM

10 of -- or April of 2020, right when that happened.

10:26AM

11 So we made perfect moves then to drop our

10:26AM

12 radio and add to TV. And when you add to TV, you just

10:26AM

13 didn't advertise to get the brand out there. For

10:26AM

14 example, you could buy -- I could buy in CNN in prime

10:26AM

15 time on Anderson Cooper -- that's when my book came out,

10:27AM

16 too. I could buy an ad there where maybe you paid 10

10:27AM

17 grand for a one-minute spot before the virus, and now it

10:27AM

18 had dropped down to like \$4,000.

10:27AM

19 Well, if you broke even -- your break even

10:27AM

20 would be about 5,500 because of product cost. So you

10:27AM

21 would buy -- and we just bought whatever we could

10:27AM

22 because every one of them was a moneymaker then.

10:27AM

23 But now as -- and before that, CNN had

10:27AM

24 charged -- was charging too much for their ads, and it

10:27AM

25 got to be hard with the election of '16 and stuff. And

10:27AM

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024
94

1 especially MSNBC and Rachel Maddow, her ads were 10:27AM
2 30-something thousand dollars for a one-minute spot. 10:27AM
3 Now, branders would buy that for impressions. Their -- 10:27AM
4 you would be insane to buy that. The ads too -- cost 10:27AM
5 too much. So that's where MyPillow, it changes with 10:27AM
6 the -- with the -- whatever the footprint is out there. 10:27AM

7 For example, there would be a week where we 10:27AM
8 would spend one -- during that week, we could spend 10:27AM
9 probably 2 million a week in 2020, easy, and then you 10:28AM
10 would take back 2 to \$5 million -- or 4 to \$5 million 10:28AM
11 because you're doing more than a double. It was a 10:28AM
12 perfect time in history when that happened. 10:28AM

13 So when you ask me about '23, it -- a lot 10:28AM
14 of things come into play. How much are on the ads on, 10:28AM
15 for instance, FOX or on NewsMax or MSN, whatever it is, 10:28AM
16 ABC. If their ads are too high, you also have to have 10:28AM
17 the creative work. 10:28AM

18 So in -- right now, I only have one thing 10:28AM
19 that works right now, and that's multi-products, having 10:28AM
20 four different products on the same ad. If -- you might 10:28AM
21 have seen the \$25 extravaganza. So that has to make its 10:28AM
22 number. 10:28AM

23 And as it fatigues -- there's a fatigue 10:28AM
24 factor. As it fatigues -- you've got to realize, 10:28AM
25 there's no one in the world that's used this model. 10:28AM

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024
95

1 I -- when I came on -- advert -- infomercials and 10:28AM
2 commercials do not work on the front end. They're too 10:28AM
3 big. You're advertising to brand to go into the box 10:29AM
4 stores. 10:29AM

5 Back when I came one in 2011 and did my 10:29AM
6 first infomercial, we based it on, hey, I'm going to 10:29AM
7 make it on the front end. And so you have to have a 10:29AM
8 product that has a wide filter. Everybody uses a 10:29AM
9 pillow. And you have to get the ads at the right price. 10:29AM

10 So, you know, if you don't -- there's been 10:29AM
11 times where we had very little presence on TV. And like 10:29AM
12 in '23, you know, there was probably less advertising 10:29AM
13 because it was more expensive, more expensive at the 10:29AM
14 time. It just depends. 10:29AM

15 So when you asked me that -- 10:29AM

16 Q. So let me see if I can ask a -- 10:29AM

17 A. It changes every week is what I'm saying, every 10:29AM
18 single week. 10:29AM

19 Q. -- follow-up question on 2023. 10:29AM

20 You would know, though, at the end of any 10:29AM
21 year, like 2023, at some point, the company would have 10:29AM
22 financial records that identified a number for 10:29AM
23 advertising costs, correct? 10:29AM

24 A. Yeah. Yeah. Yeah. 10:29AM

25 Q. Okay. 10:29AM

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024

96

1 A. Right.

10:29AM

2 Q. And that would be the same for every year for
3 MyPillow as a business, correct?

10:29AM

10:29AM

4 A. Yeah. And it's different every year, depending
5 on what happened that year, the footprint of that year.

10:29AM

10:29AM

6 Q. And based on your knowledge of the company, has
7 there ever been a year where MyPillow, in terms of
8 advertising costs, those costs have exceeded a hundred
9 million dollars, sir?

10:30AM

10:30AM

10:30AM

10:30AM

10 A. I don't know. It could have maybe in 2020,
11 because that was -- with the China virus, it was like,
12 oh, we could have bought at least probably a hundred
13 million then. That would be the only year, I would
14 think.

10:30AM

10:30AM

10:30AM

10:30AM

10:30AM

15 Q. Now, is it fair to say that you know how to
16 sell the products of MyPillow?

10:30AM

10:30AM

17 A. Okay. Yeah.

10:30AM

18 Q. You know how to sell them very well, correct,
19 sir?

10:30AM

10:30AM

20 A. I guess, yeah. I invented it, so I ...

10:30AM

21 Q. Okay. You're a good -- do you consider
22 yourself to be a good businessman?

10:30AM

10:30AM

23 A. A what?

10:30AM

24 Q. A good businessman?

10:30AM

25 A. Right. Yes.

10:30AM

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024

97

1 Q. Okay. And do you consider yourself to be very 10:30AM
2 attuned to what works and what doesn't work in terms of 10:30AM
3 advertising? 10:30AM

4 A. Yes. 10:30AM

5 Q. And do you pay attention to what works in terms 10:30AM
6 of advertising for selling the MyPillow products on a 10:30AM
7 day-to-day basis? 10:30AM

8 A. That what? 10:30AM

9 Q. Do you pay attention to what works in terms of 10:30AM
10 advertising for selling the MyPillow products on a 10:30AM
11 day-to-day basis? 10:30AM

12 A. I try to -- in my chart, I look at every single 10:31AM
13 data to every promo code that's out there and say -- 10:31AM
14 let's say that Fox News -- like last night, Fox News ran 10:31AM
15 a spot, it cost \$13,000, and you can buy two during that 10:31AM
16 hour. This is a perfect example. You buy two during 10:31AM
17 that hour. Well, the numbers were coming in and it 10:31AM
18 didn't match up to what it would -- we should have had 10:31AM
19 at that moment and time. 10:31AM

20 So I had -- that was one of my things this 10:31AM
21 morning, I had to check to make sure two ran, and I was 10:31AM
22 right, only one ran. 10:31AM

23 It's just deviations in numbers. I -- you 10:31AM
24 know. So if you see a number, if you see a success out 10:31AM
25 there, you want to duplicate that. If you see a 10:31AM

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024

98

1 failure, you fix it and you fix what happened. And this

10:31AM

2 could be a preemption. Something could have happened.

10:31AM

3 A host -- you know, let's say it's a -- I don't know.

10:31AM

4 So and so does a read. Let's say it's a

10:31AM

5 guy named -- this just happened the other day. It was

10:31AM

6 Tim Pool, and his -- this number went way up. Well,

10:32AM

7 that had to happen for a reason, and it's -- it was a --

10:32AM

8 it was me that had did the read that day. If somebody

10:32AM

9 else would have looked at it instead of him doing the

10:32AM

10 read or -- it's just a deviation.

10:32AM

11 So let's say it's -- let's say Hannity did

10:32AM

12 really good on his read that he does. If he did really

10:32AM

13 good, we would pull it because we know what the numbers

10:32AM

14 should be, just like in an election. Something's wrong.

10:32AM

15 So you look it up, and it can be good or bad. That's a

10:32AM

16 good day. You get the read and find out what he said.

10:32AM

17 Maybe he said something like, hey, my mom

10:32AM

18 got the pillow and it helped her, whatever. And

10:32AM

19 whatever that is that he said, then you would let

10:32AM

20 other -- you might let other podcasters know and you

10:32AM

21 want to duplicate it. If you -- we tried different

10:32AM

22 products, different offers, if one does good, then we

10:32AM

23 duplicate it.

10:32AM

24 Q. So, sir, you pay very close attention to how

10:32AM

25 well advertising for MyPillow products are doing on a

10:32AM

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024
99

1 day-to-day basis?

10:30AM

2 A. You have to. You have to because if it
3 fatigues below that break even, you have to either get
4 the ad cheaper, change the offer or change the product
5 or drop it altogether. There's no other way. What if
6 you only had to live on that spot and that moment in
7 time?

10:32AM

10:32AM

10:33AM

10:33AM

10:33AM

10:33AM

8 MS. WRIGLEY: Let's go off the record and
9 take a break.

10:33AM

10:33AM

10 THE VIDEOGRAPHER: Okay. We're going off
11 the record at 10:33.

10:33AM

10:33AM

12 (Short recess.)

10:33AM

13 THE VIDEOGRAPHER: And we're back on record
14 at 11:08.

11:06AM

11:08AM

15 Q. (BY MS. WRIGLEY) Mr. Lindell, you published a
16 number of documentaries about election fraud in 2021 and
17 2022, correct?

11:08AM

11:08AM

11:08AM

18 A. Yes.

11:08AM

19 Q. The series is called the "Absolute Proof"
20 series, correct?

11:08AM

11:08AM

21 A. Well, one's called "Absolute Proof"; one's
22 called "Scientific Proof"; one's called "Absolute
23 Interference."

11:08AM

11:08AM

11:08AM

24 Q. And in those, the documentaries you just
25 mentioned, in a number of places you had indicated or

11:08AM

11:08AM

MICHAEL J. LINDELL
SMARTMATIC USA vs LINDELL

June 11, 2024
100

1 your guess indicated that there was a hundred percent
2 proof that voting machines had been involved in
3 interfering with the 2020 presidential election,
4 correct?

5 A. I probably said that. I -- the evidence I got
6 on January 9th, yes.

7 Q. And in those documentaries, you stated that you
8 had a hundred percent proof that Smartmatic machines
9 were involved in interfering with the 2020 presidential
10 election?

11 A. I believe -- I'd have to rewatch all the
12 videos. I believe that got brought up in "Scientific
13 Proof" when Dr. Doug Frank came in and he said all
14 machines. He says, yes, Smartmatic, Dominion, it
15 doesn't matter. I think that's the first time that
16 might have been mentioned, but I don't know. I'd have
17 to rewatch them.

18 Q. Okay. Now, the first documentary on election
19 fraud was "Absolute Proof" --

20 A. Uh-huh --

21 Q. -- that was put out on February 5th, 2021?

22 A. That's correct. 9:00 a.m.

23 Q. And did you intend for Smartmatic to be named
24 or identified as part of the election fraud in "Absolute
25 Proof"?